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Western Show '84
PHOTO TOUR

- Massive mailout on subscriber privacy in the works
- Analyst gauges top premium services' prospects
- Mixed results in '84 raising concern about trade shows

CableVision™

The news and features weekly of the cable television industry

January 7, 1985

VH-1
VIDEO HITS ONE™

Leading the week 9-12

Trade show trials

Jerrold, Rainbow Programming, The Weather Channel and Texscan are among a group of companies evaluating or planning cutbacks in the amount of booth space and staff allocated for trade conventions, reflecting increased exhibitor concern over floor traffic at recent shows.

Moderate growth

According to Prudential-Bache Securities analyst Barbara Russell, the cable industry is headed for several years of moderate growth, with the top two pay services, Home Box Office and Showtime, growing at the same pace.

New Year's chores

Operators will have an additional task to perform this new year as the new cable legislation requires that all subscribers be informed of the "subscriber privacy" rights provided in the legislation. Under the terms of the law, all current subscribers must be informed within 180 days of the Dec. 29, 1984, effective date.

Miami op sues

Miami Cablevision has filed a lawsuit charging Byers Communications Corp., Scientific-Atlanta and St. Paul Fire and Marine Insurance Co. with breach of contract in the construction of the system in the Florida city.

Cleveland interconnect

Viacom Cable and Cox Cable have established the Cleveland Cable Interconnect in that city, effective Jan. 1, 1985. The interconnect reaches approximately 112,000 subscribers in the Cleveland market. Company officials expect the interconnect to generate $1 million in ad sales for 1985.

Prism sells time

Prism has begun running commercials for advertisers such as Budweiser, The Golden Nugget and U.S. Army Recruiting during its cablecasts of Philadelphia 76ers basketball games. Advertising time is being sold by Rainbow Advertising Sales Co.

'CATS' needs funds

Computer Addressable Television Systems is reportedly in a recapitalization process after apparently failing early last month to launch a satellite-fed pay-per-view movie service, according to informed sources.

Exhibitors and convention planners are exploring ways to make trade shows more rewarding in terms of floor traffic. See story in 'Leading the Week,' pages 9-12.

COVER STORY

VH-1
VIDEO HITS ONE

About the cover

MTV Networks Inc.'s new Video Hits One hit cable on Jan. 1, 1985, claiming 3 million households and at least 12 major advertisers. How do the MSOs plan to play the new music video service? Manager, Editorial Services Simon Applebaum reports. **See story in *Leading the Week*, pages 9-12.**

Sections

Programming 18

Western Communications plans to launch the nine-channel Studioline pay cable audio service in all its systems this coming spring. Western acquired a two-thirds equity interest in Studioline last fall.

Also, according to Cox Cable San Diego Program Services Manager Moya Gollaher, local origination programming of national scope is part of the system's future.

Reviewer Robert DiMatteo has praise for *Snowstorm in the Jungle*, the conclusion of the *Cousteau/Amazon* series from Turner Broadcasting System.

Business & Finance 28

Holiday Inns has reached a tentative agreement with Comsat for the service to provide cable programming and videoconferencing to the hotel chain's 1,500 domestic franchises beginning late this spring.

The Tocom Division of General Instrument Corp. has signed a $2.8 million contract with Multimedia Cablevision Inc. for the purchase of addressable subscriber and headend control equipment.

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Companies plan reductions in trade show attendance

NEW YORK—A number of major cable hardware and program service companies, responding to the decline in attendance at most cable trade shows over the past year, will be reducing their exhibit space and personnel commitments at trade conventions in 1985.

Rainbow Programming, Texscan's MSI/Compuvid division and Eagle Comtronics are some of the firms planning cutbacks in convention activity next year. Other companies, such as The Weather Channel and Jerrold, are in the midst of re-evaluating their convention priorities. Exhibitors advocating cutbacks also want some consolidation in the number of major trade shows, or at the least, the institution of exhibit-only hours where there would be no competition with panel sessions or press conferences for operator attention.

"The trouble is that the industry has so damn many shows," said Skip Litz, Jerrold's marketing communications manager, who supervises the allocation of booth space and staff at his firm's convention exhibits. "The industry needs a show strategy, possibly under the guidance of NCTA, where a task force is put together to determine what kind of shows should be done—several large shows spaced carefully during the year or a bunch of regional shows."

Five out of the seven major 1984 industry conventions had less attendance and exhibitor turnout than the previous year (see accompanying chart). The Great Lakes Expo's attendance level stayed even this year with the 1983 total, while the Atlantic Show had about 130 more people at its event than last year, although exhibitor turnout was off incrementally. Officials from various shows attribute the declines to company consolidations and MSOs tightening their budgets on convention expenditures, subsequently limiting the number of corporate or system people attending each show.

Concurred Bill Arnold, executive secretary of the Texas Cable TV Association: "The operator is more aware of the bottom line and there's less euphoria about new products, whether they be hardware or software. Where they sent five or 10 people before, they are now sending two or three people."

That situation was evident earlier this month at the Western Show in Anaheim, Calif. With show organizers reporting about 8,000 people in attendance, many exhibitors characterized the booth traffic as slow and were disturbed by the turnout. Some exhibitors brought up the same complaint after the National Cable Television Association convention last summer, which drew about 14,800 people.

> **"We saw many of the decision makers we wanted to see but not on the floor."**
>
> *Sandy McGovern*
> *Vice President, Affiliate Sales & Marketing*
> *The Weather Channel*

"We saw many of the decision makers we wanted to see but not on the floor," responded Sandy McGovern, vice president of affiliate sales and marketing at The Weather Channel. "We accomplished more in private suites and over dinner. This is a trend that's here to stay for awhile because we've ceased to be the kind of boom industry we were a few years ago and we've reached the adolescent stage. With very few new announcements, a lot of people have reached the point where they feel they don't gain anything from a show."

At Rainbow Programming Services, plans are under way to reduce the size of its booth space at major shows, possibly by as much as 50 percent in some cases.

See ***Trade shows****, page 20*

Trade convention attendance and exhibitor turnout 1983-1984

	Attendance		Exhibitors	
	1984	1983	1984	1983
Texas Show	2,200	2,650	175	190
SCTE Cable-Tec Expo	1,100	1,300	80	115
NCTA	14,800	15,637	329	400
Eastern Show	3,400	4,000	158	192
Great Lakes Expo	1,500	1,500	N.A.	115
Atlantic Show	2,633	2,500	182	185
Western Show	8,000	9,700	222	269

Viacom, Cox establish interconnect in Cleveland

ANAHEIM, Calif.—Viacom Cable and Cox Cable in the Cleveland area announced here at the Western Show that they have established the Cleveland Cable Interconnect. The interconnect became effective Jan. 1, 1985 and reaches 112,000 cable subscribers in the Cleveland market.

According to Virginia Westphal, Viacom Cable director of advertising sales, the two systems operate in opposite sections of the market—Viacom in the east and Cox in the west. She said Viacom reps often had been asked by advertising clients about purchasing avails in the part of the market Viacom's franchise did not reach. She said Viacom sales staffers had begun to talk about the possibility of an interconnect among themselves, expecting they could get "more advertising for both (systems) and the market would grow bigger."

Viacom's sales staff forms the "nucleus" of the interconnect, Westphal said, although it is a "50-50 venture" with Cox. Revenue will be split, depending on what system inventory is sold and the rate set by the system.

This year, Viacom sold $400,000 in advertising time, Westphal said. She said she expects the interconnect to generate more than $1 million for 1985. Westphal did not know what Cox Cable in Cleveland had generated in sales during 1984.

—Cecilia Capuzzi

Prudential-Bache analyst: Cable industry will enjoy moderate growth

NEW YORK—The cable industry is headed for several years of moderate growth, with the two top pay services, Home Box Office and Showtime, growing at the same pace, according to Prudential-Bache Securities analyst Barbara Russell. Her pay television subscriber and revenue growth estimates were culled from a larger report on the media and entertainment industries, which has not yet been released.

According to Russell's findings, the equal growth counts of the two leading pay programmers will cause some realignment in market shares. HBO and Cinemax's combined 1984 60.3 percent market share will decline to 57.7 percent in 1985 and to 55 percent in 1986, Russell said. The report indicates that HBO's percentage of market share has been on the decline since 1982, when Showtime began making inroads in the pay television arena.

At the same time, the study shows Showtime/TMC's percentage of market share on the upswing, with 1985 estimates at 32.8 percent, up from its 1984 31 percent share of the market. Russell expects Showtime/TMC to reach 35.1 percent of the pay television market in 1986.

Russell told *CableVision* that her estimates are not necessarily a negative reflection on HBO, since it is maintaining growth at a pace sufficient to sustain its higher share of the marketplace.

The numbers do indicate an improving competitive posture in the pay television marketplace for Showtime/TMC and reflect the significant inroads the service is making, Russell said. In addition, the Prudential-Bache analysis shows the impact a multipay environment can have on the fortunes of pay services. This is especially apparent in newbuild situations where subscribers are more likely to have the opportunity to choose from a number of pay services, Russell added.

HBO's growth rate "has to decline because Showtime/The Movie Channel has an equal chance of obtaining the same subscribers," Russell said. "The consumer knows the name 'HBO,' but the listings for Showtime/The Movie Channel are impressive or just as impressive as HBO's programming slate."

In addition Russell said Showtime/TMC's exclusive deal with Paramount has given it access to big-name movies that make its programming lineup "more film intensive." HBO has been focusing attention on its made-for features and original productions, she said. Nonetheless, "in a multipay situation, there's not much difference in choosing Showtime or HBO," Russell said.

Russell's report also shows pay television subscriber rates declining "in all situations, especially Cinemax," she said. In 1984 HBO charged $3.82 per month per incremental unit. That rate will go down to $3.50 in 1985 and to $3.40 in 1986, according to the report.

Showtime charged $3.30 per month per incremental unit in 1984. That figure is expected to decline to $3.20 in 1985 and stay there through 1986, the study states.

The Movie Channel, which cost $3.80 per month per incremental unit during 1984, will drop its charge to $3.50 in 1985 and 1986.

Cinemax, at $2.45 per month per incremental unit in 1984, will decline in price to $2.15 in 1985 and $1.90 in 1986, according to Russell's estimates.

Russell said these estimates are based in large part on the expected increase in cost for cable's basic services. She said that as basic cable costs rise, pay service prices will decline. Based on this information, Russell said "significant revenue assumptions are applicable to HBO and Showtime."

Cinemax will be especially hard hit by the changing pricing environment, Russell said. That service will have to keep its rates down "in order to stay alive," she stated, adding that there is a higher degree of consumer awareness of The Movie Channel. (Russell's report shows TMC exceeding Cinemax in market share by 1986, with 10.5 percent, compared to Cinemax's 10 percent.)

—Cecilia Capuzzi

Pay unit growth projections/market share

	1984	1985	1986
HBO	49.5%	47.1%	45.1%
Cinemax	10.8%	10.6%	10.0%
Showtime	21.7%	22.9%	24.6%
The Movie Channel	9.3%	9.8%	10.5%

Monthly rates per incremental unit

	1984	1985	1986
HBO	$3.82	$3.50	$3.40
Cinemax	$2.45	$2.15	$1.90
Showtime	$3.30	$3.20	$3.20
The Movie Channel	$3.80	$3.50	$3.50

Revenue projections (in millions)

	1984	1985	1986
HBO	$651	$689	$732
Cinemax	$87	$97	$103
Showtime	$223	$276	$327
The Movie Channel	$120	$135	$160

Source: Prudential-Bache Securities Inc. estimates

Miami op files suit against construction trio

MIAMI—Miami Cablevision has filed a lawsuit charging Byers Communications Corp. along with Scientific-Atlanta and St. Paul Fire and Marine Insurance Co. with breach of contract in the construction of the new system here.

The company, co-owned by Tele-Communications Inc. and Americable, is seeking $12 million in damages in an action filed Dec. 17 in the 11th Judicial Circuit Court. In particular, the suit charges Byers Communications, the Atlanta-based construction and engineering company presently undergoing extensive financial restructuring and executive management changes (*CV, 12/10/84 p. 25*), with deviating from construction plans when it worked on the system in 1982 and 1983. According to the suit, the system is worth about $12 million less in value today because of the deviations. Miami Cablevision directed inquiries for further comment on the case to its attorney, who was unavailable at press time.

James Kanely, Byers' new president and chief executive officer, said the company will file a response to the suit by the end of next week. He argued that Miami Cablevision has yet to pay the company about $3 million for its construction assignment.

"They owe us on the contract and we've been putting pressure on them to give us the money," Kanely said. "We are preparing a written response that will have some counterclaims." He stopped short of suggesting that Byers will countersue Miami Cablevision.

Scientific-Atlanta and St. Paul Fire and Marine Insurance Co. representatives could not be reached at press time for comment.

—Simon Applebaum

Continued from Leading the Week

Trade shows must adapt

This year, Rainbow used about 2,400 square feet for its NCTA and Western Show exhibits and space ranging from 300 square feet to 1,600 square feet elsewhere. The programmer assigned 15 people to the Western Show, 20 people to NCTA and eight to 10 people at other shows in 1984. "I don't know if we as a company can bypass shows entirely, but we can limit our presence," said Rainbow Field Operations Vice President Bruce Sellars.

Financial News Network eliminated the Eastern Show from its exhibit plans this year, as it did in 1983, because of low attendance. The programmer probably will do the same thing in 1985 and is investigating a partnership with Sports Time where both companies would occupy the same booth at NCTA and other large conventions. FNN is carried on the same transponder as Sports Time.

Eagle Comtronics already has decided on personnel reductions for NCTA next June, sending eight people instead of 15, according to Chet Syp, the firm's national sales manager. The company probably will field six people at the 1985 Western and Eastern shows next fall unless booth traffic improves. Texscan's MSI/Compuvid division will not only cut back its staff contingent, but also the number of products exhibited. "We may not bring as many product accessories," explained Marketing Director Ken Lawson. "We're realists—we understand the need for shows and we won't back out of them, but we have to adjust to the market."

Where some exhibitors would like to see consolidation happen is in the number of trade shows scheduled in the second half of the year. The Eastern, Atlantic and Great Lakes events are presently scheduled within 90 days of each other early next fall, and that bothers people like FNN Senior Vice President Arnie Rosenthal. "What's happening is that both operators and program suppliers are looking at the dollars of going to the shows, and they're not getting the payoff," he said.

"Consolidation is the easy way out of the situation," argued Ed Bennett, Viacom Cable executive vice president and president of the Cable Television Administration and Marketing Society. "But before pursuing that, I'd encourage the shows to develop a more diversified agenda of panels that draw their talent from the systems. The transition has to be made from providing information

Besides business and workshops, attendees at the 1984 Western Show in Anaheim, Calif., enjoyed other convention pleasures and amusements.

PHOTO TOUR

to a few people at the top to the middle managers and technical people. It's the best untapped potential."

Acknowledging that MSOs, like Viacom, are cutting back on the number of corporate staff appearing at trade shows, Bennett said convention organizers have an opportunity to attract system personnel in larger numbers if they structure panel sessions covering every angle of operation and encourage exhibit-only hours.

Bennett endorses the NCTA's proposal for running its next convention, where at least 10 hours will be set aside for exhibition traffic, companies from ancillary industries will be encouraged to exhibit and most of the panel sessions will relate to a common theme—the national cable policy bill passed recently by Congress. "They are going to be right on the money with that idea, and they've designed it with the industry changes in mind," Bennett said. "The rate of industry growth has subsided somewhat, and we've matured in a lot of ways."

Another proposal being debated involves having organizations such as CTAM, NCTA and the Cabletelevision Advertising Bureau program the seminar portion of the major conventions. McGovern from The Weather Channel likes the concept and wants one further step: more exhibit hour concentration. For example, limit exhibit time during a three-day convention to the first two days. "Even if shows are better attended, the third day is usually a wasted one for suppliers. You can encourage a higher level of booth traffic if the time is consolidated."

As MSOs and exhibitors weigh prospective changes, the Texas Show is gearing up for its 25th annual gathering, which will start another year of conventions in about a month. Arnold expects another attendance drop, resulting in about 2,000 to 2,200 participants. The show welcomed 2,200 people last January. About 175 companies exhibited there; 140 firms had signed up for space as of mid-December. One bright note: FNN will exhibit there for the first time.

"If the industry was not suffering an economic downturn, you might see a slight increase in attendance and some new products," Arnold said. Bennett, however, thinks the declines will be reversed eventually, although the general tone of future conventions will lack the glitz and hype of the last few years. "If new services come along, operators will be attracted to the shows and more people will hit the floor."

—Simon Applebaum

Film product comparison—January

Film	Pay Networks					Distributor
Across the Great Divide	HBO				MAX	Simcom
Alice's Restaurant				HTN*		MGM/UA
American Pop					MAX	Columbia
American Wilderness					MAX	Simcom
Anna to the Infinite Power		ST	(TMC)	HTN		Film Gallery
Back in the U.S.A.			TMC			Film Gallery
Bananas					MAX	MGM/UA
Beach Red					MAX	MGM/UA
Best Years of Our Lives, The		ST*				Goldwyn
Beyond the Limit	HBO				(MAX)	Filmwriters
Big Brawl, The		ST				Warner Bros.
Bishop's Wife, The			TMC*			Goldwyn
Black Hand, The			TMC			MGM/UA
Black Stallion Returns, The	HBO	(ST)				MGM/UA
Blue Skies Again	(HBO)	ST	(TMC)			Warner Bros.
Boarding School			TMC*		(MAX)	Atlantic
Borsalino			TMC			Paramount
Brainstorm				(HTN)	MAX*	MGM/UA
Bridge on the River Kwai, The	HBO	ST		HTN	(MAX)	Columbia
Brink's Job, The					MAX	Universal
Broadway Danny Rose					MAX	Orion
Brood, The					MAX	New World
Candy Striped Nurses					MAX	Viacom
Champions	HBO					Embassy Communications Inc.

Portraying inmates of a Soviet work camp who plot a courageous escape across the frozen Russian tundra in the Home Box Office Premiere Film 'Gulag' are (from left): David Keith, Malcolm McDowell. The film will premiere on HBO Jan. 13.

Film	Pay Networks					Distributor
Changeling, The					MAX	Chessman
Children of the Corn	HBO	ST	TMC			New World
Cold River	HBO			(HTN)		JF Simcom
Coma			TMC		MAX	MGM/UA
Cold Feet			TMC	HTN		Film Gallery
Commancheros, The			(TMC)	(HTN)	MAX*	20th Century-Fox
Compleat Beatles, The				(HTN)	MAX	Universal
Coneheads, The		ST				Telepictures
Courage of Black Beauty		ST*				Alan Enterprises
Cuba			(TMC)		MAX	MGM/UA
Damien: Omen II	HBO					20th Century-Fox
Danton					MAX	Columbia
Dark Crystal, The	(HBO)	ST			(MAX)	Henson Assoc.
Deal of the Century	(HBO)	ST*	(TMC)	(HTN)	MAX	Warner Bros.
Deep In My Heart		ST			MAX	MGM/UA
Doctor Detroit		ST	(TMC)			Universal
Dream That Never Dies, The				HTN		IFEX
Dressed to Kill		(ST)	TMC		(MAX)	Orion
Earthling, The			TMC*		(MAX)	Orion
Easy Money	(HBO)				MAX*	Orion
Echoes of a Summer	(HBO)		(TMC)		MAX	MGM/UA
Eddie and the Cruisers	(HBO)	(ST)	(TMC)	(HTN)	MAX	Embassy
Encore					MAX	Janus
Endless Love	(HBO)				MAX*	Polygram
Equus		(ST)	TMC			MGM/UA
Escape Artist, The			TMC*			Zoetrope
Executioner's Song, The			TMC			Viacom
Farewell to Arms				(HTN)	MAX	20th Century-Fox
Fifth Floor, The		ST*				Viacom
From the Terrace			(TMC)	(HTN)	MAX	20th Century-Fox
48 Hours		ST	(TMC)			Paramount
Gallipoli				HTN	(MAX)	Warner Bros.
Get To Know Your Rabbit			TMC			Warner Bros.
Goin' All the Way		ST			MAX	Four Riv.
Great Chase, The					MAX	Janus
Great Sinner, The		ST				MGM/UA
Gregory's Girl		ST			(MAX)	Goldwyn
Groove Tube, The			TMC		(MAX)	Premium
Gulag	HBO					Lorimar
Hammett			TMC*	HTN		Paramount
Hanover Street					MAX	Columbia
Hardcore					MAX	Columbia
Heat and Dust	HBO		TMC		MAX	Universal
History of the World, Pt. I			TMC*			20th Century-Fox
Hobbit, The		ST				Telepictures
Holly and the Ivy, The		ST*				Viacom
Home Movies			TMC			Scott Mager
Hooper			TMC			Warner Bros.
Hounds of Notre Dame, The		ST				Atlantic
How I Won the War			TMC			MGM/UA
Huckleberry Finn			TMC*		MAX	MGM/UA
Hunter, The				HTN		Paramount
Hysterical	HBO					Film Gallery
Incubus		ST*				Film Ventures
Inn of Sixth Happiness, The				(HTN)	MAX	20th Century-Fox
Interiors			TMC			MGM/UA
Intimate Games		ST				AIP
Intimate Moments					MAX	Embassy
Intruder In the Dust		ST				MGM/UA
Island, The			TMC*			Universal
It Happened at the World's Fair			TMC			MGM/UA
It's a Date		ST				MGM/UA
It's Alive!			TMC			Warner Bros.
Jack Frost		ST				Telepictures
Jaws III	(HBO)			(HTN)	MAX	Universal
Jayne Mansfield Story, The					MAX*	Landsburg
Journey to the Center of the Earth			(TMC)	(HTN)	MAX*	20th Century-Fox
Kavik the Wolf Dog		ST				Viacom
Keep, The			ST			Paramount
Kill or Be Killed			TMC			Viacom
King Kong		(ST)	(TMC)	HTN		Paramount
Kipperbang		ST				Goldcrest
Lady in Red, The			TMC			Viacom
Legend of the Bayou		ST				Blum
Lenny			TMC*		(MAX)	MGM/UA
Lincoln Conspiracy, The			TMC			Viacom
Little Romance, A					MAX	Warner Bros.
Local Hero		ST*		(HTN)	(MAX)	Warner Bros.
Lonely Lady, The	HBO*	(ST)	TMC*			Universal
Long Way Home, A					MAX*	Landsburg
Lovesick		ST*	TMC	HTN*		Warner Bros.
Lucky Star, The	HBO					American National Enterprises
Mango Tree, The		(ST)	TMC			Satori

Film	Pay Networks					Distributor
Man With Two Brains, The	HBO	(ST)	(TMC)			Warner Bros.
Man Who Wasn't There, The		ST*	(TMC)			Paramount
Midsummer Night's Sex Comedy, A	(HBO)	ST				Warner Bros.
More American Graffiti				HTN		Universal
Mortuary			TMC*			Film Ventures
Mr. Hobbs Takes a Vacation			(TMC)	(HTN)	MAX*	Paramount
Nate and Hayes		(ST)	TMC			Paramount
North Dallas Forty	(HBO)	ST	(TMC)			Paramount
Octupussy	(HBO)	ST	(TMC)	(HTN)	(MAX)	MGM/UA
Of Unknown Origin	HBO		TMC			Warner Bros.
O'Hara's Wife		(ST)	(TMC)	HTN*	(MAX)	Albacore
"Oh God!" Book II	HBO		TMC			Warner Bros.
Omen, The	HBO	ST				20th Century-Fox
One Flew Over the Cuckoo's Nest	HBO	(ST)			(MAX)	MGM/UA
Osterman Weekend The	HBO	ST	TMC			20th Century-Fox
Other Side of Midnight, The	(HBO)	(ST)	TMC			20th Century-Fox
Our Mother's House		ST				MGM/UA
Outsiders, The	HBO*	(ST)	(TMC)	(HTN)		Warner Bros.
Pirates of Penzance, The	HBO	(ST)	(TMC)	HTN*		Universal
Pranks			TMC			Wescom
Pretty Maids All In a Row		ST				MGM/UA
Prince and the Pauper, The		ST				Tri-Star
Princess and the Pirate, The			TMC*		MAX	S. Goldwyn
Psycho II			TMC		(MAX)	Universal
Purple Haze			TMC			Columbia
"Q"		ST*				UFD
Raiders of the Lost Ark	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Paramount
Railway Children, The			TMC			Viacom
Ratings Game, The			TMC*			TMC
Real Glory, The		ST				Goldwyn
Red Shoes, The				HTN		Universal
Return of a Man Called Horse		ST				MGM/UA
Revenge of the Nerds		ST				LCA
Rutles, The			(TMC)		MAX	B'way Vid
Savannah Smiles	(HBO)	(ST)		(HTN)	MAX	Embassy
Scarface	HBO	ST	TMC		MAX	Universal
Scarface (1932 version)			TMC			Universal
Seems Like Old Times		ST			MAX	Columbia
Second Thoughts				HTN	(MAX)	Universal
Sex With the Stars					MAX*	Film Gallery
Sheriff and the Satellite Kid, The			TMC			Viacom
Shipwreck			TMC			Warner Bros.
Silent Movie			TMC*			20th Century-Fox
Singing Nun, The		ST				MGM/UA
Sink the Bismarck!				HTN	MAX*	20th Century-Fox
Smokey and the Bandit III				HTN		Universal
Soggybottom, U.S.A.			TMC			Comworld
Somewhere In Time			TMC*	(HTN)		Universal
Spasms		ST				Andrews & Assoc.
Sting II, The			TMC	(HTN)		Universal
Stroker Ace	(HBO)	(ST)	(TMC)	HTN*	MAX	Warner Bros.
Sudden Impact	HBO	ST	TMC		MAX	Warner Bros.
10 to Midnight	(HBO)	ST				Viacom
Tender Mercies	HBO*					AFD/EMI

Film	Pay Networks					Distributor
That Championship Season		(ST)	TMC		(MAX)	Viacom
These Three		ST				Goldwyn
Time to Die, A					MAX	Almi
Touched By Love					MAX	Columbia
Tough Enough		ST	(TMC)	(HTN)		20th Century-Fox
Trading Places		ST	(TMC)			Paramount
Triumphs of a Man Called Horse			TMC		(MAX)	SHP
Trouble With Girls, The			TMC			MGM/UA
Twilight Time	HBO	ST		(HTN)		MGM/UA
Uncommon Valor		ST*				Paramount
Unseen, The					MAX	Viacom
Up the Academy			TMC			Warner Bros.
Vacation	(HBO)				MAX*	Warner Bros.
Vengeance Valley		ST				MGM/UA
Waltz Across Texas	(HBO)	(ST)		(HTN)	MAX	Atlantic
Wargames	(HBO)	(ST)	(TMC)		MAX	MGM/UA
Warlock				(HTN)	MAX*	20th Century-Fox
White Buffalo, The		ST*			MAX	MGM/UA
Wilderness Family	HBO					Simcom
Wind In the Willows				HTN		Universal
Witches' Brew		ST				Viacom
Without A Trace	HBO	(ST)				20th Century-Fox
Wizard of Oz, The		(ST)	TMC			Alan Enterprises
World Is Full of Married Men, The		ST				Viacom
Year of Living Dangerously	HBO	(ST)	TMC*	HTN	(MAX)	MGM/UA
Yellowbeard				(HTN)	MAX	Orion
Yellow Cab Man, The		ST				MGM/UA
Yor, the Hunter From the Future	(HBO)				MAX	Columbia
You Light Up My Life				HTN*		Columbia
Young Lions, The			(TMC)	(HTN)	MAX	20th Century-Fox
Zelig	HBO	ST	TMC	(HTN)		Warner Bros.
Zenabel		ST				Tri-Star

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in August, September, October, November, December and/or January.
- An asterisk indicates the film is a carry-over from August, September, October, November, December and/or January.
- In total, 190 films appear on the January schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, six films have played on all five services, 10 films have played on four of the five services, 25 films have played on three services and 51 on two services. Ninety-eight were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 37, followed by Warner Bros. with 21 and Universal and 20th Century-Fox with 18.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	248,883	(10/84)
2	Woodbury (Long Island), NY	Cablevision Systems	235,000	(10/84)
3	San Antonio, TX	Rogers Cablesystems	200,459	(10/84)
4	Manhattan, NY	ATC	187,900	(12/83)
5	Houston, TX	Warner Amex Cable	180,000	(10/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	166,923	(10/84)
8	Wayne, NJ	UA Cablesystems	134,000	(11/84)
9	Cincinnati, OH	Warner Amex Cable	126,000	(10/84)
10	Tulsa, OK	United Cable	117,679	(10/84)
11	Audubon, NJ	Independent	117,591	(10/84)
12	Atlanta, GA	Prime Cable	117,416	(11/84)
13	Baltimore County, MD	Comcast	112,000	(10/84)
14	Tidewater (Norfolk), VA	Cox Cable	110,278	(10/84)
15	Rochester, NY	ATC	108,600	(12/83)
16	Erie County, NY	Prime Cable	107,500	(11/84)
17	San Jose, CA	Gill Industries	106,000	(11/84)
18	Jacksonville, FL	Continental	100,000	(9/84)
19	Englewood, CO	United Cable	99,164	(10/84)
20	Austin, TX	ATC	98,900	(12/83)

Source: Subscriber counts are provided by MSOs and individual systems to International Thomson Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
*1	Tele-Communications	3,300,000	(10/84)
2	American Television and Communications Corp.	2,400,000	(12/83)
3	Group W Cable	2,013,000	(10/84)
4	Cox Cable Communications	1,540,533	(10/84)
5	Storer Cable Communications	1,459,000	(10/84)
6	Warner Amex Cable Communications	1,230,000	(10/84)
7	Times Mirror Cable Television	993,769	(11/84)
8	Continental Cablevision	939,000	(10/84)
9	Newhouse Broadcasting	873,198	(11/84)
10	Viacom Cablevision	785,000	(10/84)
11	UA Cablesystems Corp.	694,225	(11/84)
12	United Cable Television	679,572	(10/84)
13	Sammons Communications	649,000	(11/84)
14	Rogers Cablesystems	588,604	(10/84)
15	Cablevision Systems Development	560,000	(10/84)
16	Comcast Cable Communications	472,512	(11/84)
17	Heritage Communications	433,748	(10/84)
18	Telecable Corp.	427,885	(11/84)
19	Jones Intercable	406,401	(10/84)
20	Capital Cities	365,000	(11/84)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc.
*Figure does not include Tele-Media acquisition, last reported basic subscriber count for Tele-Media was 277,450 (12/83)